

RJREYNOLDS
TOBACCO COMPANY

Promotions

~~*mailed*~~

APRIL 1, 1996

PAUL LETOURNEAU
NATIONAL ACCOUNT MANAGER

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TO: ALL ROU'S, ROM'S, MANAGERS

FROM: PAUL LETOURNEAU

RE: PROMOTION PRODUCT

IT IS MOST IMPORTANT THAT ANY PROMOTION PRODUCT, OTHER THAN A NATIONAL WORKPLAN PROMOTION, BE REPORTED TO CUSTOMER SERVICE AT LEAST THREE WEEKS PRIOR TO YOUR FORCE OUT OR ORDER ARRIVAL DATE TO YOUR DIRECT ACCOUNT.

RJR HAS DECREASED PRODUCT AT PUBLIC WAREHOUSES. NON-FORECASTED EXTRA ORDERS CAN NOT ALWAYS BE SHIPPED WHEN REQUESTED AND THIS CAUSES A SHORTAGE IN ORDERS TO OTHER ACCOUNTS.

TO ASSIST OUR PROMOTIONS IN GOING OUT TO RETAIL ON TIME AND INSURE BACKORDERS AND LATE DELIVERIES TO DIRECT ACCOUNTS ARE KEPT TO A MINIMUM, PLEASE MAKE THE FOLLOWING PROCEDURES PART OF YOUR PROMOTIONAL PLANNING:

- NOTIFY RJR CUSTOMER SERVICE DEPARTMENT THE PRODUCT FORECAST FOR YOUR PROMOTION AS FAR IN ADVANCE AS POSSIBLE. IT IS A GOOD POLICY THAT AN ORDER OF MORE THAN 10 CASES ON AN ITEM BE FORECASTED TO CUSTOMER SERVICES.
- IT IS ALSO A GOOD POLICY TO CONTACT THE RJR MANAGER CALLING ON THE INVOLVED DIRECT ACCOUNT OF THE PROMOTION; WHAT CHAIN, START DATE, END DATE, QUANTITY REQUESTED. NOTIFYING THE RJR MANAGER WILL ALLOW THAT PERSON TO PROTECT THAT EXTRA INVENTORY UNTIL THE PROMOTION IS BUILT AND SHIPPED.
- CO-MARKETING PROMOTIONS EFFECTIVENESS, ESPECIALLY THOSE THAT INVOLVE A PRIVATE LABEL ITEM, DEPEND GREATLY ON PRODUCT FORECAST.
- WE CAN INSURE WE HAVE THE PROPER ITEMS IN THE PROPER WAREHOUSE, IN THE PROPER QUANTITY, IF WE HAVE SPECIFIC AND TIMELY COMMUNICATION BETWEEN FIELD SALES, CUSTOMER SERVICE AND OUR TRAFFIC AND MANUFACTURING DEPARTMENTS.

51860 7074

WE ARE ALL SEARCHING FOR WAYS AND METHODS TO INCREASE OUR SHARE
AND VOLUME AND IMPROVED COMMUNICATION OF PROMOTIONS IS A SURE WAY TO DO
BOTH.

WE ALL POINT FINGERS WHEN THINGS DON'T GO PERFECT ON A PROMOTION TO
OUR CHAINS. MAYBE WE EACH HAVE MORE CONTROL OVER THEIR EFFECTIVENESS
THAN WE THOUGHT.

COMMUNICATION IS KEY.

SINCERELY,

PALL

P.A. LETOURNEAU

51860 7075